

Open Access... Increasing engagement with academics to move beyond compliance



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Journey towards Open Access

- 2002 – Budapest Open Access Initiative
- 2003 – Bethesda Statement & Berlin Declaration
- 2005 – RCUK – position statement on Access to Research Outputs – principals of open access
- 2008 – Sherpa/Romeo Created
- 2013 – Finch Report & RCUK OA Policy – BIS & RCUK Funding
- 2014 – HEFCE's Open Access Policy Announced
- 2016 – HEFCE's Open Access Policy Commenced
- 2017 – Move to FAIR – Findable, Accessible, Interoperable and Reusable

2013... Finch Report, RCUK OA Policy, BIS, RCUK Funding & Orcids!

- “Dirty Manuscript”
- “Would jeopardise my career as a serious academic”
- “It’s in the library – you can get a copy from there”
- “It’s only £30 to buy the journal I publish in, if I make my article free the journal will go under”
- “If people want to read my work they should pay for it”
- “My work’s not funded by RCUK so doesn’t apply”
- “I don’t want everyone to be able to read it, the people in my field are already able to read it”

2014 (After HEFCE' Open Access Announcement)...

- “I don't have time for this”
- “I don't have to give you anything until 2016”
- “It doesn't apply to my work”
- “I can't find it”
- “What's an accepted manuscript?”
- “Can't you use the published version?”
- “Here's a link to it, it's on.. (SSRN, research gate or academia)”
- “This is the version the publisher gave me”
- “What about third party images”

2016/2017

- “This is likely to be submitted in the next REF can the University pay for the APC?”
- “Can I make my work gold open access retrospectively?”
- “We need funding for gold open access for non-funded research”
- “You can remove my item if it helps for compliance for the University”
- “I’m not going to be submitting it to the REF anyway”
- “But it’s in Arxiv/SSRN/Another University, so you don’t need it”

It's all
about
the



At least it is in the UK... But... is the STICK better than the chocolates (carrots!)?



Or



Benefits Emphasised



CC-BY Danny Kingsley & Sarah Brown

Benefits Emphasised

1 “Exasperated by rising subscription costs charged by academic publishers, **Harvard University** has encouraged its faculty members to make their research freely available through open access journals and to resign from publications that keep articles behind paywalls.”

Keywords

Open access; Citation rate; Scopus; Article Processing Charge

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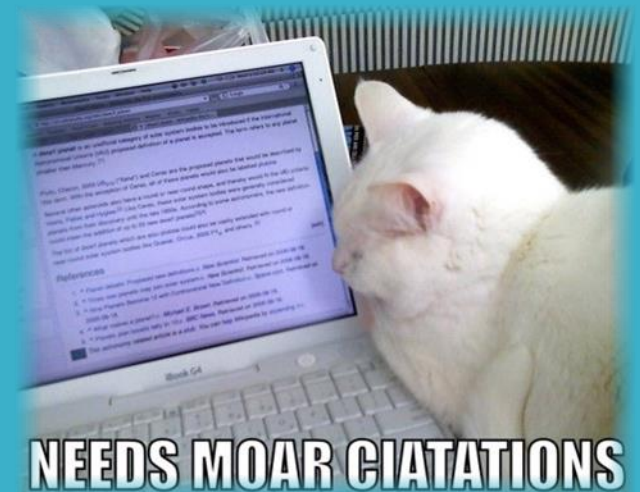
Benefits Emphasised

2“28 April 2014: Imperial have released their subscription data – £1,340,213. This takes the Russell Group to a total of £15.7 million in subscription fees to Elsevier alone with data related to four universities still outstanding.” (Brook, 2017)



Benefits Emphasised

3"The potential for positive effects from open access on citation rates has been widely promoted for some years, but this is the first time we have analysed our home-grown outputs. Not only does open access make our research outputs widely available and visible, we can correlate the open access figures with increased citation rates."(Bath.ac.uk, 2017)



Benefits Emphasised

4“Open Access publications get a 22% higher citation rate” (Kullman, 2014)

Education...

Greater Impact...

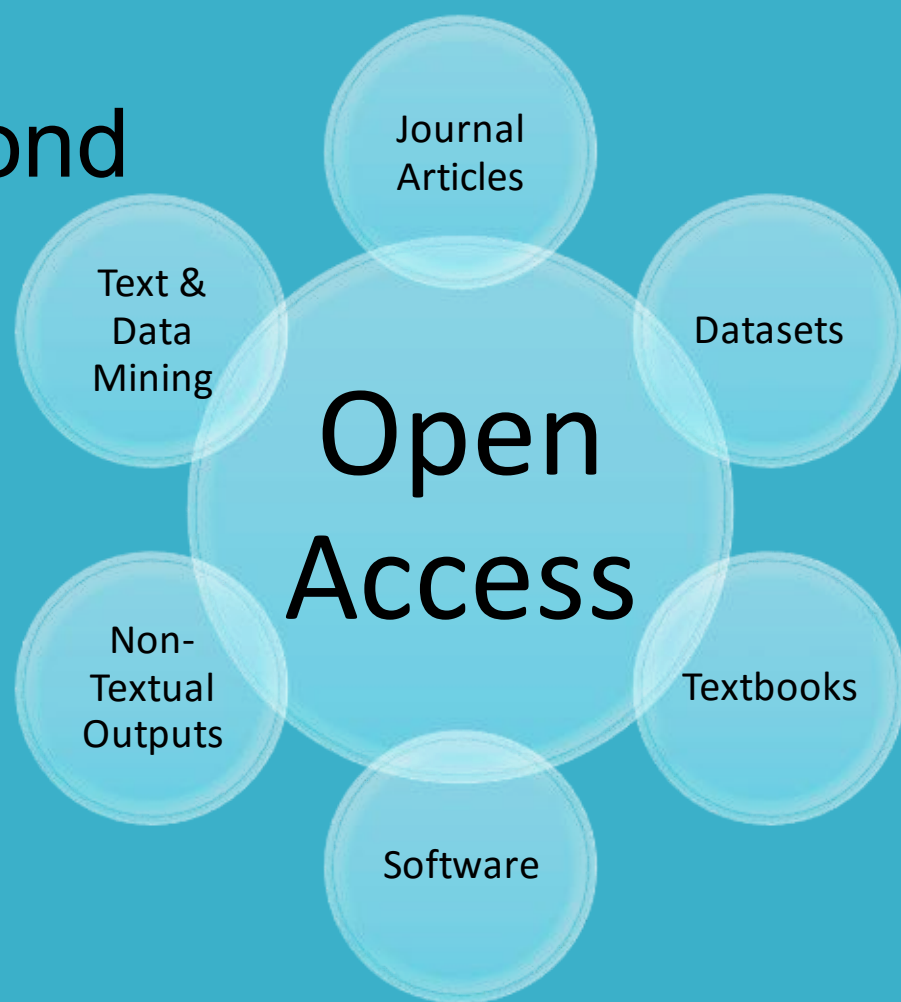
Transparency...

Trust!



2017... And Beyond

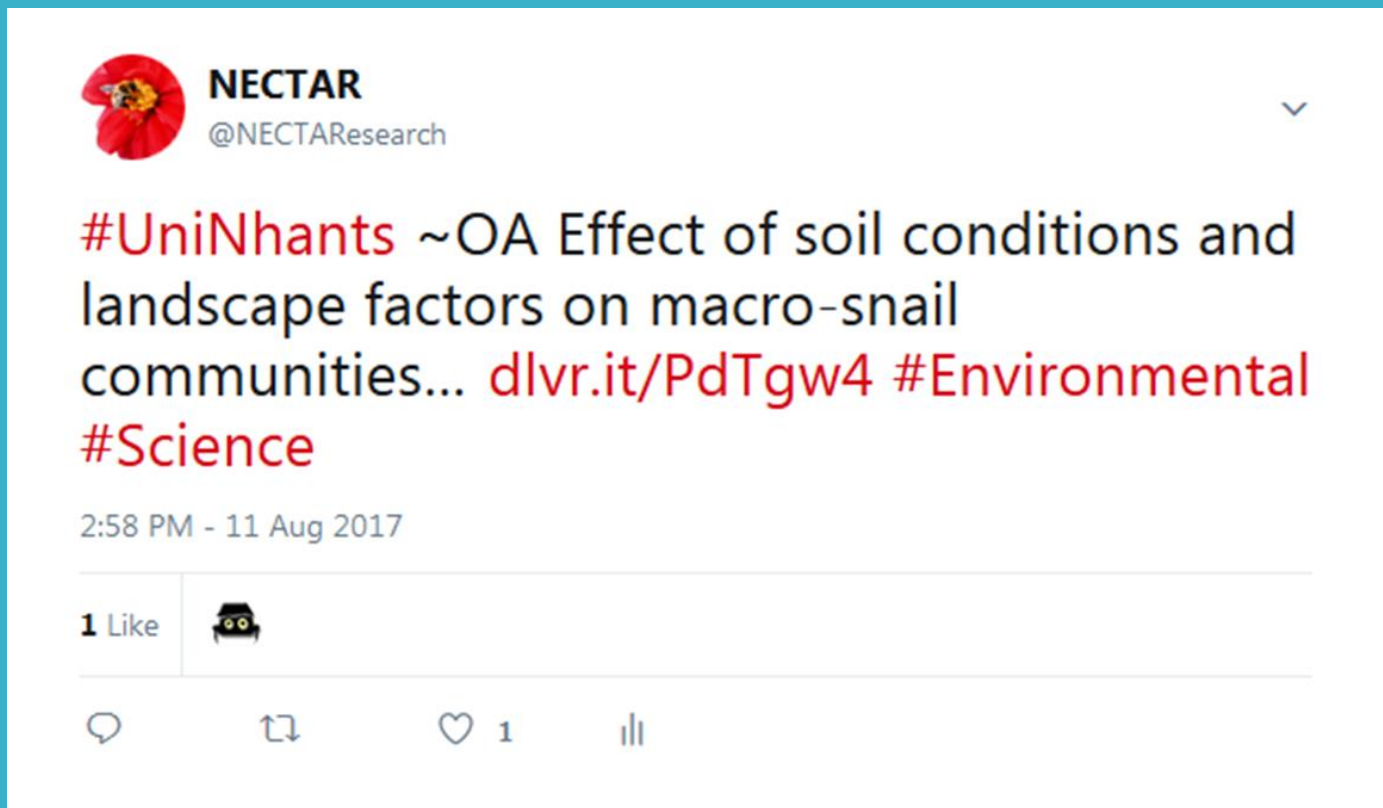
- Acceptance (if reluctant) that articles must be open access!
- Extending open access to other outputs
- Focus on visibility of research outputs
- Shifting focus to Digital Preservation



“If it’s all open access... how do people find “my” work... and how do “I” find the research “I” need...”

Increasing Engagement with Open Access

- Demonstrating the Value – Automatic tweeting of full-text deposited in Repository



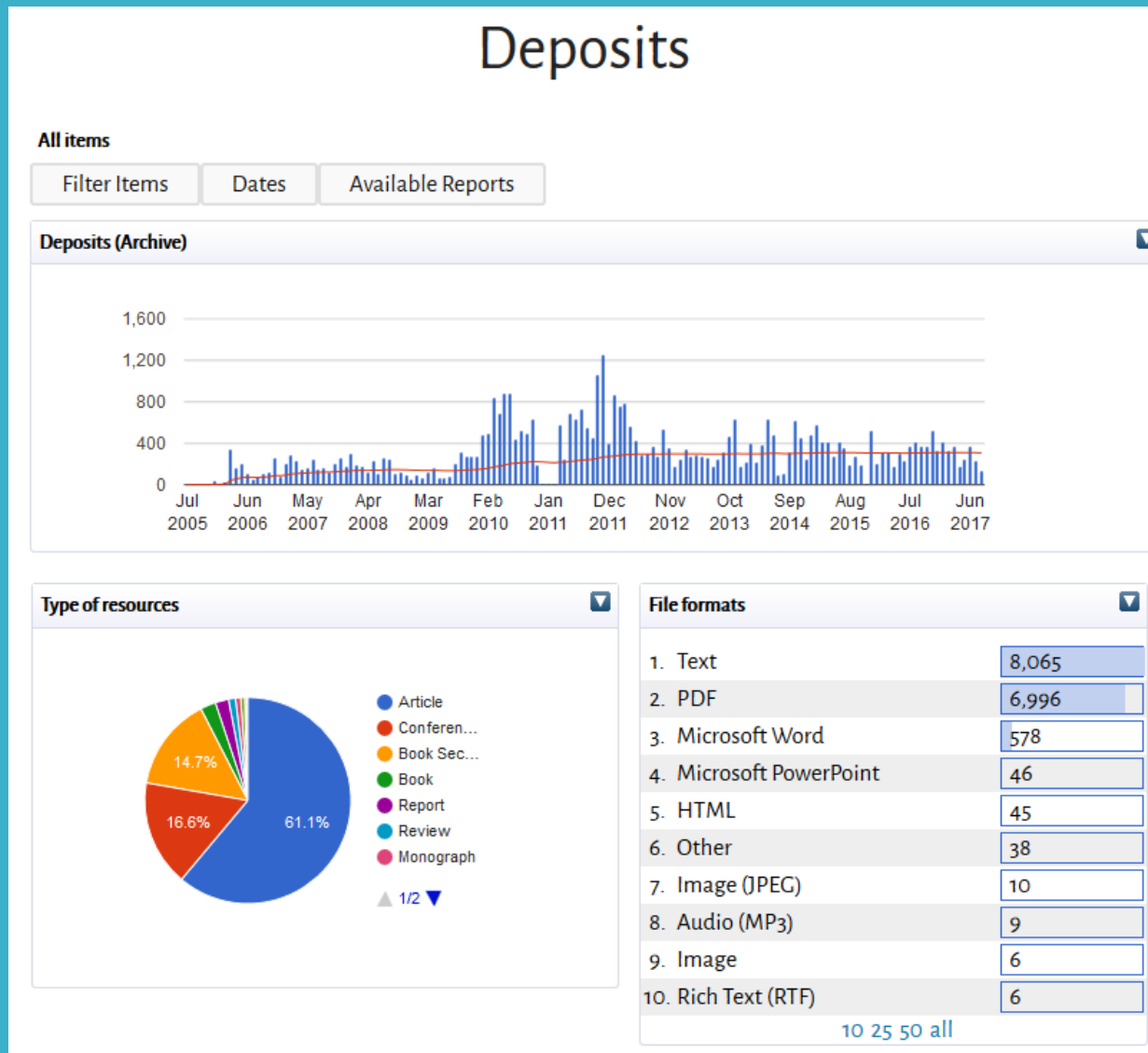
Increasing Engagement with Open Access

- Decreasing administrative time – clear and precise guidance
- Gathering examples of when open access has made a direct difference to academics work
- Increasing visibility of outputs
- Repository – mobile friendly? Indexed?
- Provide academics with visual statistics – use of altmetric donut

Increasing Engagement with Open Access

Top 10 Downloads	Full text Downloads
Pickton, M. (2013) <u>Writing your research plan</u> . In: Grant, M. J., Sen, B. and Spring, H. (eds.) Research, Evaluation and Audit: Key Steps in Demonstrating Your Value. London: Facet Publishing. pp. 45-63.	4861
Lama, A., Bates, M. P., Covington, A. D., Allen, S. C. H. and Antunes, A. P. M. (2013) <u>Methods of isolation and identification of pathogenic and potential pathogenic bacteria from skins and tannery effluents</u> . Journal of the American Leather Chemists Association. 108(2), pp. 48-62. 0002-9726.	2489
Livingstone, I. and Warren, A. (1996) <u>Aeolian Geomorphology: an Introduction</u> . Harlow: Longman. 058208704X.	1859
Jackson, P. and Feldman, M. (2011) <u>The EDL: Britain's 'New Far Right' social movement</u> . Northampton: The University of Northampton.	1628
Mackley, J. S. (2012) <u>The Anglo Saxons and their gods (still) among us</u> . Lecture presented to: The University of Northampton Staff Research Forum, The University of Northampton, 12 March 2012. (Unpublished)	1322
Kassem, R. (2014) <u>Detecting asset misappropriation: a framework for external auditors</u> . International Journal of Accounting, Auditing and Performance Evaluation (IJAAPE). 10(1), pp. 1-42. 1740-8008.	1319

Increasing Engagement with Open Access



Increasing Engagement with Open Access



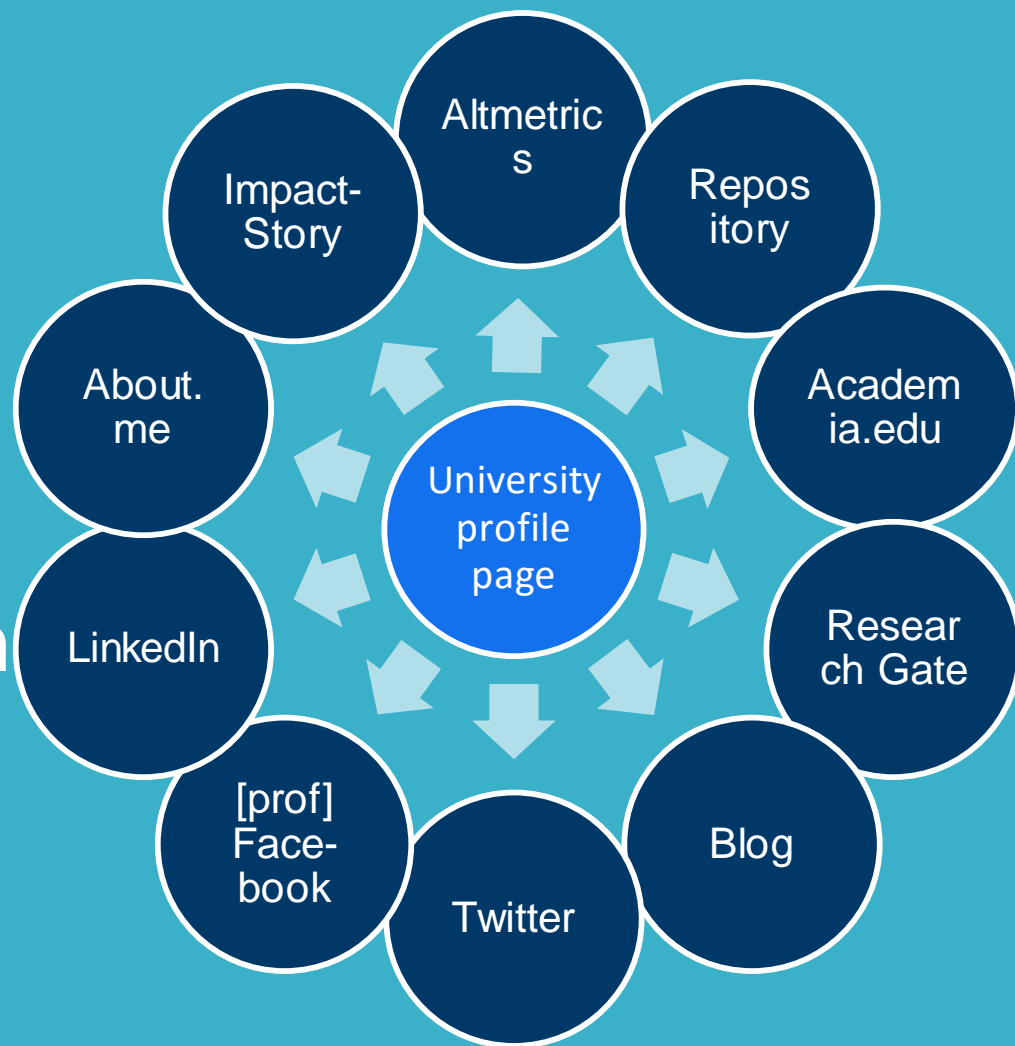
2913

Mentioned by

- 97 news outlets
- 59 blogs
- 2289 tweeters
- 10 weibo users
- 164 Facebook pages
- 3 Wikipedia pages
- 77 Google+ users
- 1 research highlight platform
- 1 Q&A thread
- 3 video uploaders

Increasing Engagement with Open Access

- Impact Story
- Kudos
- Link from Repository to all other networks
- Include DOI of research output in press-releases
- Use data from Altmetrics



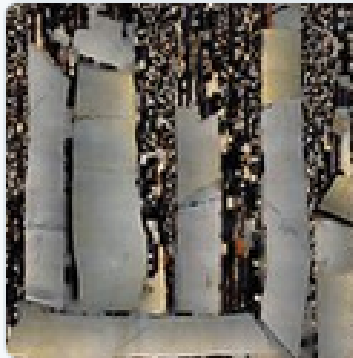
2017... And Beyond... All DATA...FAIR



Peter Falkingham @peterfalkingham · 9m

Replying to @peterfalkingham

Note that all our data, including model + the photos used to generate it, are open and available on [@figshare](#) :



8.5 m Ammonite tool mark (trace fossil of shell dr...

An 8.5 m Ammonite Trace. From Lomax et al 2017, PLOS ONE. Contains model (*.obj), material (*.mtl), texture (*.jpg), and complete photoset used to genera...
[figshare.com](#)



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1

F
Findable



A
Accessible



I
Interoperable



R
Reusable



The value of data preservation



Open Science Retweeted



Thomas Leeper @thosjleeper · 18h

This is why #openscience matters. It's about workflow, but also archiving, #opensource tools, and expecting the unexpected.

Terry McGlynn ✓ @hormiga

I just got an email asking about data in a 20 year old paper. I have a folder on my computer for this project, full of unreadable files.



1



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“Good Research practice is one of the foundations of high-quality research. Robust, reliable and reproducible studies are fundamental to driving scientific progress” (Wellcome.ac.uk, 2017)

Workflows

- Limited Academic Engagement
- Mediated Academic Engagement
- No Engagement Required

- ...The path of least resistance & maximum output

Workflows

- Limited Academic Engagement

“academics gave us a clear mission: *a one button solution to open access.*

We haven't quite achieved that yet, but since May we are running a new workflow that reduces the complexity to one sentence: ‘When you have a paper accepted, deposit the peer-reviewed manuscript – we do the rest, no matter what type of open access.’” (Reimer, 2017)

Workflows

- Mediated Academic Engagement

5 Steps... Or more!

- Prior to Publishing – check for compliance
- Create publication record
- Upload Accepted Manuscript
- Update record after published
- Library staff check metadata (sometimes twice – once on acceptance, once on publication)

Workflows

- No Engagement Required (in the future)
- Publishers send accepted manuscript and meta data to Repositories, including embargo periods (based on affiliation)
- Academics notified when accepted manuscript entered to Repository
- Repository automatically updated by publishers when articles published
- Repository and Publishers link with Orcids

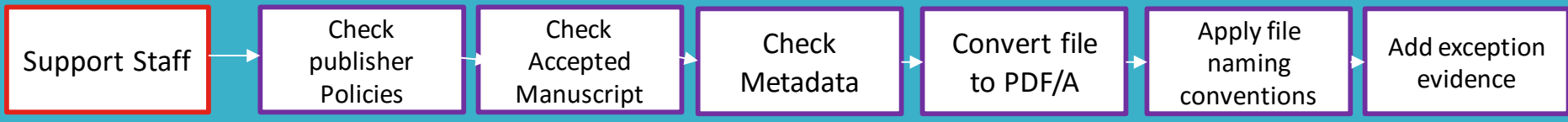
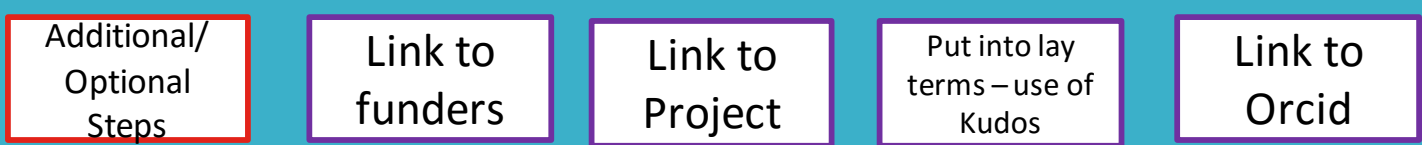
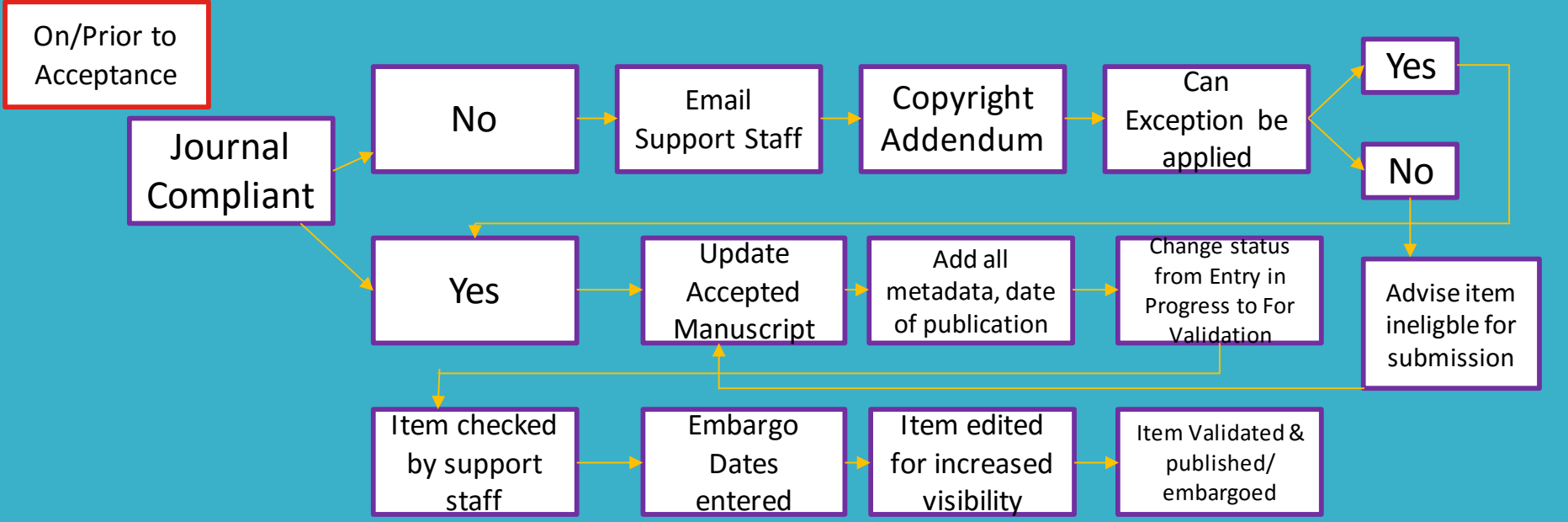
Workflows

- No Engagement Required (in the future)

Do we really want that?

Workflows

- Engagement Required
 - But minimal administration burden on academics
 - Maximum outputs into repositories
 - Maximum discoverability
 - Knowledge disseminated quickly and preserved for future generations



Open Access has come a long way, but still has a long way to go... we need to move open access to being seen to be beneficial, and the “norm” rather than compliance and to be extended to data and datasets.



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Research Support Hub - <https://researchsupporthub.northampton.ac.uk/>

1 Sample, I. (2017). *Harvard University says it can't afford journal publishers' prices*. [online] the Guardian. Available at: <https://www.theguardian.com/science/2012/apr/24/harvard-university-journal-publishers-prices> [Accessed 25 May 2017].

2 Brook, M. (2017). The cost of academic publishing. [online] Open Access Working Group. Available at: <https://access.okfn.org/2014/04/24/the-cost-of-academic-publishing/> [Accessed 25 May 2017].

3 Bath.ac.uk. (2017). Open Access increase correlated with jump in Bath citation rates | University of Bath. [online] Available at: <http://www.bath.ac.uk/research/news/2017/01/11/oa-citations/> [Accessed 25 May 2017].

4 Lars Kullman, (2014) The Effect of Open Access Available at: http://publications.lib.chalmers.se/records/fulltext/198512/local_198512.pdf [Accessed 25 May 2017].

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